

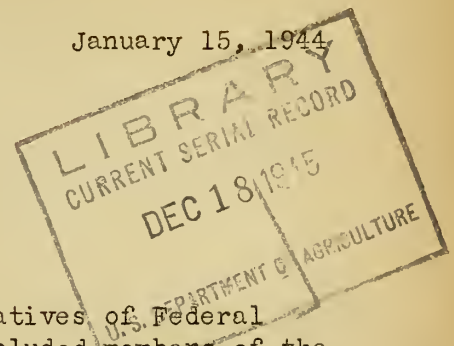
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WAR FOOD ADMINISTRATION
Food Distribution Administration
Washington 25, D. C.

January 15, 1944



To: STATE NUTRITION COMMITTEE CHAIRMEN

On January 1, 1944, we called a meeting of representatives of Federal agencies interested in nutrition education. This included members of the Coordinating Committee, field representatives of coordinating committee agencies, and members of Government agencies, and members of Government agencies responsible for management of the Nation's food supply. The purpose of the meeting was to summarize for the representatives, who plan and carry nutrition programs to their associates on the State and local committees, correlated information on all factors of the food situation which are likely to be important during the first quarter of the year.

The attached summary includes statements made by the persons who were invited to discuss the food situation in their fields. We believe outlook meetings of this type and the information which can thus be presented along the food front will afford an added working tool for nutrition committees, by establishing a background for coordinated nutrition program activity.

The State Nutrition Committees will then, as they have in the past, carry the responsibility of the national situation in terms of food supplies available, to States and localities, to make the part the State Nutrition Committees can play more vital and immediate to the war food program.

Simultaneously with your copy of the conference summary, copies are being sent by the participating Federal agencies to their cooperating groups in the States. It would be of great interest to us if, at meetings which you may call of the State Nutrition Committees, you would similarly discuss the outlook for food abundances and shortages during the next immediate quarter in your State.

We now expect to repeat these meetings at quarterly intervals. We would be very pleased to know your reaction to this plan and also to have a summary of the results of any meetings similar to this one which you may hold in your state.

Sincerely yours,

M. L. Wilson

M. L. Wilson, Chief
Nutrition Programs Branch

Attachment

January 1944

WAR FOOD ADMINISTRATION
Food Distribution Administration
Washington 25, D. C.

SUMMARY OF TALKS AT THE CONFERENCE CALLED BY THE NUTRITION PROGRAMS BRANCH,
TO CONSIDER THE FOOD SITUATION FOR THE FIRST QUARTER OF 1944,
AT WASHINGTON, D. C., JANUARY 1, 1944

M. L. Wilson, Chief, W. H. Sebrell, Associate Chief, Nutrition Programs Branch instituted on January 1, 1944, a plan for quarterly conferences of representatives of the Federal agencies that have a field staff carrying on food and nutrition activities in collaboration with State and local agencies. At these conferences the food situation for each coming quarter will be summarized by representatives of Government agencies responsible for the management of the Nation's food supply.

By this means agencies interested in nutrition education and State, county, and local nutrition committees will be able to consider the relation of these available foods to their nutrition and food conservation programs. The information correlated at these conferences will also provide the agencies represented on the Interdepartmental Nutrition Coordinating Committee with parallel knowledge of the food situation to use in planning their own programs at the Federal, State, and local levels.

Norman Gold, Chief, Civilian Food Requirements Branch:

"For 1944 there are undoubtedly many millions of people who feel that the peak of war demands on food has passed. They may quite honestly believe that the many claims on our food supply will be lower in the immediate future. Consequently they expect greatly increased quantities of food. The facts of the situation are as follows:

(1) Military food requirements will be larger in 1944 than in 1943. Recently the President announced that there was a greatly increased military concentration abroad - a very substantial expansion over the 1943 average. Anyone who has studied the problem of military food supply knows that feeding troops abroad requires tremendously greater quantities of concentrated, processed food supplies than any other form of requirement. The Army, in order to supply a soldier abroad, must have a 270-day supply of food on hand for each day's consumption.

(2) The lend-lease program is expanding. By and large, this is not true of the program for assisting military forces and civilians of the United Kingdom. The supplies for the United Kingdom have not varied greatly and are not likely to vary excessively over the next 12-month period. But assistance to the U.S.S.R. has increased and will continue at a relatively high rate through 1944.

(3) Military experience has already proved that food is one of the essential weapons in translating an occupied country into a liberated country which can and will fight with the allies against the common enemy. Supplies are already being used to feed liberated areas and they must increase as our Army moves forward.

(4) Moreover, we have to recognize that in food production and distribution there will always be some uncertainties. Weather, transportation, price, and manpower problems from time to time can create real difficulties.

"Each of these four items means that in 1944, as in 1943, food continues to be an offensive weapon. Even with further increases in production direct war needs will press on our food supply. As a corollary that means that we, as civilians, cannot and should not count on increases in our total food supply, and we may have to take some cuts.

"This should not be considered an alarmist statement. For, in 1944, we will continue to be very well-fed as a nation. We will continue to take about 75 per cent of all the food produced in this country. The food trades will continue to distribute about 90 million tons of food in domestic channels during 1944.

"Looking more closely to the first quarter of 1944, here is the situation with respect to civilian supplies:

(1) Meat, poultry, and fish supplies, in the aggregate, should continue at approximately the same rate as in the last quarter of 1943, although there will be seasonal declines in poultry.

(2) The dairy problems to be met in 1944 will continue to be difficult. Fluid milk, in the next 3 months, will be seasonally higher than last quarter, and we expect that there will be no lowering of the civilian supply of evaporated milk or cheese.

(3) Citrus fruits and vegetables will increase seasonally as compared with supplies in the last quarter of 1943, with particular improvement in the leafy, green, and yellow vegetables, and Irish potatoes. Among the canned vegetables, the most abundant will be canned snap beans.

(4) Among the table spreads, butter will continue to be in very tight supply, whereas margarine supplies available to civilians will be somewhat greater than in the last quarter of 1943. There will be sufficient peanut butter to meet consumers' demands and substantially increased supplies of citrus marmalade will to some extent offset the relative shortage of jams and jellies.

(5) Supplies of beans, peas, and nuts will be below those of the last quarter of 1943.

(6) There will be a substantial increase in the supplies of eggs available to consumers as compared with the previous 3 months.

"Looking more closely at the foods in relative abundance, the following should be stressed: (1) Eggs; (2) grain products, including wheat and wheat products, such as bread, oatmeal, soya flour and grits, rye breakfast food, and bread; (3) canned grapefruit juice and citrus marmalade; (4) canned snap beans, and in urban areas frozen vegetables including frozen baked beans; (5) Irish and sweet potatoes; (6) still depending on weather, there is reason to believe that cabbage, snap beans, spinach, and kale will be generally available.

"On balance during the first quarter of 1944 it seems reasonable to conclude that on an average basis we will continue to meet or exceed the full nutritional requirements as established by the National Research Council for calories, proteins, iron, vitamin A, thiamine, niacin, and ascorbic acid. We will continue to be somewhat on the border in the case of calcium and riboflavin."

W. F. Straub, Director, Food Rationing Division, OPA, offered some figures to afford an idea of the magnitude of the food job in this war in contrast to World War I. In the last war, there were 4 million men under arms as against 11 million now. Then we produced only 11,000 airplanes. We are delivering more than that number each month now. Then we delivered food to our armies 2,500 miles away. Now much of our food must be transported 6,000 miles, some even 12,000 miles.

There is no alternative but to carry on the feeding of our armed forces abroad where the actual job of fighting is being done.

OPA is the servant agency for the War Food Administration, rationing any food, which because of short supply, WFA designates. This is done so that all the people may have their fair share of foods in short supply. But as yet, not all the people understand the importance to our national welfare of rationing. It is important to get all groups to understand the food problem as a whole so that special groups, accustomed in the past to consuming large amounts of particular foods, would appreciate the necessity of limiting their use of these foods for the greater interest of the war.

Rationing is the greatest "leveler" the country has ever had. The principle, "free and equal," set forth in our Declaration of Independence, is certainly carried out in this Nation-wide wartime food-rationing program, where every American shares alike.

When asked by Mr. Wilson if there were specific problems on which help was needed Mr. Straub answered: "Yes, the hot spot is butter. The problem should be explained to the people. They should know some of the problems of the producers; their loss of skilled labor, the problem of food for cattle, the difficulties of the price situation. The increased production of oleomargarine will help supply the demand for a table fat, but people still must understand why it is important for them to be patient while the intricacies of the price situation are being worked out."

Mr. Wilson pointed out that to make the 1944 Food Program even more helpful than the 1943 one, he thought it very important to give people all the "why" information possible. He said, "Education rests upon the reasons 'why,' and if through our educational activities, we can disseminate the right information regarding the reason why, we can help greatly."

Mr. Straub replied that OPA is getting out fact-sheets on certain special commodities such as butter. These sheets are available through local price and ration boards and that the field representatives of all educational agencies could help a lot if they would aid in spreading the specific information contained in these sheets.

Mr. Straub further suggested that a continuous educational program is needed, especially in the rural areas. Ration tokens, out soon, will simplify the mechanics of rationing.

Mr. Wilson concluded with the suggestion that during the next quarter nutrition committee organizations would doubtless be able to make more effective use of the educational materials on rationing issued by OPA. Mr. Straub replied that his organization would be very happy to have this cooperation.

Roy F. Hendrickson, Director of Food Distribution Administration, announced that even though he would be leaving the 15th of January for UNRRA to act as Deputy Director General under Governor Lehman, he wanted to greet the group and wish them well.

Mr. Hendrickson said, "One of the big problems is to explain the need for regimentation during wartime to everyone, particularly housewives. It has been necessary to ration some of our food but even though this has been so, the total food supply has been large. Rationing has been used more to prevent threatened increase in consumption than to dole out rations from a short food supply. We have been fortunate in having had large surpluses from which to draw. But, now we are faced with even a greater need for food and there is always the possibility that unfavorable weather conditions will reduce the total yield.

"We cannot be sure of what the 1944 season will bring in the way of crops but the trend of 1943 indicates that we shall need more food, not less. This, because more and more of our men are going abroad and food must follow. We must make a conscientious sacrifice of food for the war. As we win, relief and rehabilitation are vital ... feeding is cheaper than fighting. A growing impact from this source may be felt in 1944. Food is vital for winning the peace."

Shipping problems have been one reason we have sent Russia a comparatively small amount of food relative to their needs. With better shipping facilities and successive Russian victories we shall be able to send more. Food is a munition of war ... if we give food we save men. Mr. Hendrickson emphasized that from his point of view, "There is no question but that any thinking person would be willing to make great sacrifices in the interest of food for peace if he knew all the factors involved."

Morse Salisbury, Director of Information, U. S. Department of Agriculture:
"Food Fights for Freedom Plans for 1944 - The Office of War Information, the War Food Administration, the Office of Price Administration working with the War Advertising Council have agreed that, in 1944, there will be only one government food information program, Food Fights for Freedom.

"To make this possible, virtually all of the separate 1943 food programs have been fitted logically into the 1944 Food Fights for Freedom program, which was devised to do three big jobs: (1) To provide a simple war theme for food. This was accomplished through the slogan, 'Food Fights for Freedom - Produce and Conserve, Share and Play Square,' and through the development of an emblem which could be used with the theme in printed material and printed advertising. (2) To give the public the facts about our food situation. The importance of food in our war strategy. The amount of food we are producing. The fact that we never have been a 'surplus food producing nation' in terms of civilian food needs. The job our farmers have done in growing food in ever-increasing quantities. The amount of food being used for war purposes and for civilian purposes. How this supply is allocated so that civilian needs are protected. The reasons why increased purchasing has so drastically affected our food supply at home. How this purchasing power, together with the need for sending substantial quantities of our food to war, have led to rationing and top legal food prices so that everyone can have an opportunity to buy a fair share of food at a fair price. The reasons why food adjustments are necessary. The fact that civilian contributions to our food supply, unimportant as they may seem individually, add up to totals of tremendous importance. (3) To tell citizens what they can do about food and how to take each necessary action.

"The actions each citizen can take to help in the food situation are many. Some are seasonal; some are year-round actions.

"Government agencies and the War Advertising Council have agreed on a schedule to give maximum support to specific action objectives at different times of the year. During each period, emphasis will be placed on urging the public to take one specific action which will help our food problem. It is felt that far better results will be achieved by asking the public's help on only one thing at a time.

"Specifically, the program for 1944 breaks down as follows: January, February, and March. Make Food Fight for Freedom by keeping the Home Front Pledge to accept no rationed goods without giving up ration stamps - to pay no more than top legal prices. In that way you share and play square with our food supply. During the period from February 15 to April 15, as a part of the program promote a no-point, low-point retail food store event. April and May. Make Food Fight for Freedom by growing more in 1944. Plant or participate in a Victory Garden. Register with the U. S. Crop Corps and help on a farm or in a processing plant on a spare or full-time basis. If you're a farmer, meet your production goals. This phase to be started off with a "Grow More in '44" Week, March 19-25. June, July, and August. Make Food Fight for Freedom by conserving. Avoid waste--clean your plate--use your left-overs. Preserve fresh and perishable foods by canning, brining, drying, and storing. Join the U. S. Crop Corps and help get in the harvest--preserve our production. September. Make Food Fight for Freedom by using our food most productively for health and strength. Plan and serve balanced meals built around the Basic 7. Use the plentiful foods to stretch scarce foods and as alternates for scarce foods. Serve and eat healthful breakfasts and lunches. October, November, and December. Same as first period with special tie-in with theme on Thanksgiving.

A Summary of the First Quarter Plans of the Food Fights for Freedom Program

The Problem. As more and more of our food supplies are needed for war, it is of utmost importance that our people cooperate with the rules of rationing and top legal prices on foods so that a fair share of food at a fair price will be available to everyone. If the public does not understand why it is necessary to share and play square with our food at home through rationing and by observing top legal prices, our home front will be weakened...our war effort affected. Black markets will flourish -- morale will suffer -- some people will get far more food than others. The few dishonest dealers will profit at the expense of the majority of honest merchants.

What the Public Can Do to Help. It takes two to make a black market. American citizens have it in their power to kill black markets by concerted action. There can be no black market if our people will help to make Food Fight for Freedom by observing the Home Front Pledge to: (1) Pay no more than top legal prices. (2) Accept no rationed goods without giving up points.

Special Note. The Home Front Pledge proved to be a successful device for enlisting the public's cooperation in making rationing and price control work. Close to half the families in the United States have actually signed the pledge. Therefore the plan is to keep this idea alive in 1944 in any Food Fights for Freedom advertising and publicity which stressed the importance of using ration points properly and of observing top prices for foods. There will be no drive to secure more signers of written pledges. The idea from now on will be to remind those who have taken the pledge to keep it. Here is a rough example of the way the Home Front Pledge idea might be tied logically into Food Fights for Freedom copy: "Remember, no matter who you are, you can help make Food Fight for Freedom. One vital way is to keep the Home Front Pledge, to pay your ration points, and pay no more than top legal prices when you buy food."

How the Government is Supporting This Part of the Program. During the first 3 months, all available media facilities and field staffs of OWI, OPA and WFA will be used. Extensive radio support has been scheduled. Car card, 24-sheet poster and other poster facilities available to the Government will be utilized. A constant flow of news releases, cartoons, and other graphic material will be maintained. A one-reel movie short dramatizing the importance of food rationing and price observance will be shown in all movie theatres ^{out} through the country. Materials for meetings, house organs, etc, will be provided to the citizen contact groups of all governmental agencies, cooperating in the campaign.

No-Point, Low-Point Foods Promotion. In effectuating the "Share and Play Square" phase of the Food Fights for Freedom program, the retail distributing trade will be asked to place major emphasis on sharing through the promotion of the more plentiful foods, which are classified as non-rationed or low in point value.

"Below are listed some of the foods which naturally fall into the above classification, although it is recognized that this list is subject to correction, sectionally or otherwise: Grain Foods: Bread and bakery products; flour, including self-rising and processed; cereals, soybean products; biscuits and crackers; macaroni, spaghetti, and noodles. Spreads: Citrus marmalade; peanut butter; margarine; preserves. Vegetables and Fruits: Dried and canned soups; grapefruit juice, other low-point available canned foods, dry beans and peas. Fresh Foods: Citrus fruits; potatoes (sweet and Irish); fresh fruits and vegetables (as available). Meats and Fish: Low-point value meats; fish, fresh. Dairy Products: Evaporated milk; cheese and dairy foods, as available. Beverages (Not food, but related products): Coffee, tea. Lard and other shortening.

"This sales or trade promotion will follow established trade practices and will be set forth in a Trade Book entitled "Sales Promotion Program on No-Point -- Low-Point Foods, Spring, 1944." It is hoped the program will be ready to launch about February 15, but the month of March has been set aside as the peak month for the program which will probably run into April."

H. W. Hochbaum, Extension Service: "The 1943 Victory Garden Program was an outstanding -- yes, phenomenal -- success. Despite freakish weather and the fact that probably half of the Victory gardeners had never gardened before some 20 million came through successfully and produced some 8 million tons of food. And this food contributed mightily in meeting the Nation's noncivilian and civilian food requirements. Colonel John M. Gage, Executive Officer of the Chicago Quartermaster Depot, said recently, 'We have the longest line of communications ever attempted for the largest army in the history of our Nation. This necessitates approximately 24 million meals daily which are so planned as to give maximum satisfaction of taste as well as nutritional qualities which produce energy and protect each soldier from falling prey to the ravages of deficiency diseases. This has all been made possible by the long range vision of those who have made food available to the armed forces. One of the most important contributions to this program has been Victory gardens, for without the crops of these tireless patriotic urban truck farmers I feel that it would have been necessary to lend a sympathetic ear to the food demands of our civilian population which could have upset the best laid plans for properly feeding the Army. We know that Victory gardening has been a national success. So successful that I am inclined to believe that Victory gardens in connection with home canning have almost covered the entire deficit caused by withdrawals of processed food for war use.'

"Great as the results were in 1943 our needs in 1944 will be greater for the 11 million men that we will have in the armed forces, for our allies, and for the relief of people as they are freed from the Axis yoke. Therefore, the goal of 22 million gardens has been set for this year. We shall reach this goal without doubt for the interest is higher than ever and there is every promise that the many interests and agencies which supported the program so wonderfully in 1943 will again lend their help in 1944.

"There are some problems ahead which must be met if our 1944 crop of Victory gardens are to produce to the utmost. Among the most prominent problems are: First of all, better coordination between the many agencies who are promoting, developing, and directing garden effort; second, the need for larger gardens

and particularly more community plots in our urban and suburban areas; and third, better garden practices and special reference to keeping the gardens producing all summer long to late into the fall in order to get the maximum of vegetables for fresh and storage use.

"In order to launch the 1944 program effectively and to facilitate coordination between the various agencies and to obtain much wider common understanding of the needs we are planning to have 12 regional 2-day conferences, beginning January 24, in the following cities: Atlanta, New Orleans, Memphis, Omaha, Denver, Los Angeles, Portland, Minneapolis, Chicago, Cleveland, Boston, and New York. At these conferences, which will be work conferences, Extension Service and representatives from trade and private interests, magazines, radio, press, in fact all who have an interest in the Victory garden program, will be brought together to consider the needs and to develop plans and procedures for the year to come."

Marcus J. Gordon, Chief, School Lunch and Food Preservation Division, Civilian Food Requirements Branch, FDA, announced: "A Community Food Preservation Workshop Conference will be held in Peoria and Pekin, Ill., during the period from January 17 through January 28. The Community Food Preservation center in Pekin, Ill., where the training will be given, is being remodeled to exemplify the equipment arrangement recommended for the best flow of work in accommodating the large variety of products that may be processed in any community. Training given will cover organizing, equipping, and operating of small and large community canneries. Personnel attending this conference will be from both State and national levels and will include representatives from the Extension Service, the U. S. Office of Education, FDA, War Relocation Authority, Rural Electrification Administration, Office of Indian Affairs, and others. The meeting is literally a 'work conference' where each participant will actually do the job of operating equipment and canning both acid and nonacid foods. Round table discussions and meeting will provide an opportunity for development of such subjects as managing a cannery, determining size of plant, selecting equipment, etc. Persons participating in the training have been selected on the basis of their being able to return to their respective localities and assist in determining State and local training programs for the training of supervisors who actually operate canneries.

"A set of floor plan drawings of community canning plant lay-outs has been completed and is available for distribution to all agencies or groups requesting it.

"A handbook on organizing and operating community food preservation centers is being prepared and will be published in the near future.

"Forms to be used in the community food preservation survey, which is being conducted jointly with the Office of Education and the Extension Service, have been mailed to the States and replies have been requested, by February 1. It is anticipated that information from this source will give us the pertinent facts necessary on units that may be able to handle food purchased through FDA commodity purchase program, in areas where a glut on the market makes this necessary. Foods so purchased and canned will be made available for distribution to school lunch programs and institutions.

"It is anticipated that ample supplies of equipment will be available for community canning centers in 1944. In addition to can sealers and retorts, FDA has requested the manufacture of a limited supply of items, such as exhaust boxes, friction peelers, pea hullers, and steam boilers. Advice concerning the availability of equipment and the issuance of priority ratings may be obtained from FFA, State, and regional offices. In order that manufacturers may schedule their production, orders for equipment should be placed well in advance of the date for which it is needed."

M. P. Driggs, Chief, Miscellaneous Farm Supplies Division, Office of Materials and Facilities, WFA: "At the request of the War Food Administration, the War Production Board approved a program for the manufacture of 345,000 pressure canners in 1943. Actually approximately 315,000 were produced from steel. Production was started late in the season and consequently these canners did not reach consumers until long after the canning season had started. This was particularly true in the South. It is realized that the number of pressure canners available in 1943 was insufficient and, accordingly, the War Food Administration asked for and obtained approval from the War Production Board for the manufacture of 400,000 new pressure canners. This program was approved on December 30, 1943. The new canners to be manufactured should be superior to the 1943 models. Production is to start as rapidly as material is made available to the manufacturers. Of these, 300,000 will be of the 7-quart size and 100,000 will be of the 14-quart size."

"The War Production Board has approved a program for the manufacture of 500,000 enameled water-bath canners in 1944. Production is to start as soon as materials are made available to the manufacturers."

"All this equipment will move through normal commercial channels and no rationing will be involved."

Roy Murphy, Chief, School Lunch Section, Civilian Food Requirements Branch, FDA: "Some of you may not know the part the Food Distribution Administration now plays in school lunches. Last year Congress authorized the expenditure by the FDA of \$50,000,000 to assist local communities in operating their school lunch programs. We do this by reimbursing sponsors of school lunch programs for food purchases up to a maximum amount per meal based on the type of meal served. The maximum reimbursement for a complete lunch (designed to furnish from one-third to one-half of the day's nutritive requirements) is 9 cents. A less complete meal is reimbursed at the maximum rate of 6 cents. The popular 'penny milk' program has been incorporated into the school lunch program. Schools desiring to serve milk only are reimbursed at the rate of 2 cents per one-half pint. About 4 million children in 30,000 schools are now receiving lunches partially paid for by FDA."

"Any nonprofit lunch program operated in a nonprofit school or child care center is eligible to participate provided adequate lunches cannot be served without assistance. Sponsors apply for FDA assistance on an application-agreement form which, when accepted and signed by FDA's representative, becomes the operating agreement. The sponsoring agency agrees to offer the same meal to all children in the school regardless of their ability to pay and to permit no

distinction or segregation between paying and non-paying children. The sponsor also agrees that any funds accruing from the operation of the program will be used in serving more meals at no cost, in reducing the price to paying children, or improving the quality of the meals.

"At the end of each month the sponsoring agency sends FDA a simple report of the number and type of meals served and the amount of food purchased. This report is the basis of the sponsor's claim on which payment is made within 10 days.

"The program is operated by the community itself. This means a tremendous job for somebody. It means a large budget and staff in lunchrooms in metropolitan schools. In small town and country schools (where most of FDA's assistance goes), it means more work for already overburdened teachers; it means committees of mothers giving their spare time to the program; it means raising money through plays, carnivals, and donations from public-spirited citizens and civic clubs. It even means washing dishes. But we have letters from hundreds of sponsoring groups telling us it is well worth while.

"Of course the part that nutrition plays in a program of this sort is so obvious I need hardly refer to it. But a great deal still needs to be done -- particularly at the community level. We feel very strongly that support of school lunch programs should occupy a high place on every nutrition committee's list of worth while projects.

"Finally, I'd like to say something about the importance of school lunch programs in wartime. There are those who, without giving the matter much thought, assume that now that national income is so high, a subsidized lunch program is an unnecessary luxury. We don't think so at all. Millions of families have not shared at all in the war prosperity -- on the contrary, rising prices have made it more difficult for them to feed their children properly. There are still a great many children who come to school without breakfast and who bring a lunch consisting only of a couple of slices of dry bread and a boiled sweetpotato. They need school lunches. On the other hand the children of workers with good incomes -- particularly when both parents work -- often come to school without breakfast, too. And although they may have money in their pockets, all too frequently it means a lunch like the one recently reported to us. A third-or fourth-grade child went to the grocery store, bought a bottle of pickles and proceeded to eat them all. The horrified observer said he didn't even have any crackers. He needs a school lunch, too."

Dr. R. S. Goodhart, Chief, Industrial Feeding Programs Division, CFRB, FDA: "The objective of the Government's Industrial Feeding Program is to provide the food needed by industrial workers to assure the highest efficiency in production.

"The 1944 goals are: (1) to expand in-plant feeding to give 5,500,000 more workers on-the-job food service; (2) to make available the necessary equipment, food, and materials; (3) to develop and gain general acceptance of adequate service standards; (4) to extend the educational programs on nutrition for workers and their families through industrial and community channels.

"The President urged more in-plant feeding in a statement made December 22, 1943.

"An Inter-Agency Committee on Food for Workers, with representatives from War Food Administration, War Production Board, Office of Price Administration, War Manpower Commission, the War Department, the Maritime Commission, Navy, Federal Works Agency, and the U.S. Public Health Service, was established September 22, 1943. Similar committees are being formed on the regional level.

"This committee has agreed that in general the requirements of industrial workers can be met through the medium of institutional feeding.

"The Industrial Feeding Programs Division is responsible for developing, directing, and coordinating the activities of Federal agencies in the field of industrial nutrition.

"Regional Industrial Representatives give advice, when requested, on types of food service needed, equipment, menus and food preparation, nutrition education programs, and materials for in-plant use. They also certify the need for construction and materials for new industrial feeding installations.

"The goals of the industrial feeding program can be achieved only through the development of understanding of the wartime food situation and nutrition facts.

"Although in-plant nutrition education is largely a task for the Industrial Feeding Division, the program must be closely integrated with the activities of the Nutrition Programs Branch, responsible for nutrition education and promotion in the community and the home. Even if every plant were providing adequate food service, most workers would still obtain two thirds of their daily food requirements outside of the plant. Furthermore, it is estimated that some 8,000,000 men and women are employed in plants where in-plant food service is not feasible or practical because of the size of the plant and the type of industry. These workers depend entirely upon food provided at home or in boarding houses or in restaurants, for the maintenance of their health and efficiency.

"We look to the nutrition committees to carry on the nutrition education so necessary for workers' families if they are to secure the best possible values from the foods available under wartime conditions. By continuing to maintain at the Federal level our close liaison with the Nutrition Programs Branch we can cooperate in program planning, preparation and distribution of materials

which will provide a well integrated program at the local level. The local nutrition committees in industrial areas have provided many constructive contributions to the industrial feeding program in the regions, States, and communities and we hope that they will continue to do so.

"Many of the committees in industrial areas have already undertaken worth while projects. Some of these offer valuable suggestions as a guide to what other committees can accomplish, such as:

- Community and restaurant surveys.
- Projects to secure the cooperation of restaurant managers in improving food service.
- Neighborhood and community nutrition education courses.
- Point of sales education and promotion through information centers in housing developments, markets and public utilities.
- Demonstrations of wartime food preparation.
- Wartime Food Schools in cooperation with newspapers.
- Lunch-box demonstrations, courses, and contests.
- Industrial Feeding clinics and conferences.
- Inclusion of industrial feeding materials in campaigns, conferences, and exhibits."

E. J. Rowell, Chief, Radio and Market News Section of Marketing Reports announced that the Marketing Reports Division of FDA expects to use every medium, channel, and service at its disposal--and hopes to develop some new ones--to keep homemakers fully informed about food supplies and the best nutritional use that can be made of these foods in 1944.

"In the press, news stories will be featured in both daily and weekly newspapers. Special articles dealing with food and nutrition will be prepared for women's pages and for weekly and monthly magazines.

"For radio, live and transcribed spot announcements, short talks, and dialogues will be given on local and national programs. Display cards and posters will be used to feature especially important foods. Cooperation will be given the homemaking departments of gas and electric companies, trade papers, and trade organizations both wholesale and retail.

"For some of these media and groups there will be special promotions tailored for a particular occasion. Others will be on a regular basis. Special attention will be given to parallel services to trade and consumer groups. This will assure coordination for any particular promotion. If potatoes are going to be pushed, we must be sure that dealers have a full supply of potatoes before we start urging homemakers to buy, and buy, and buy.

"Marketing Reports Division of FDA sends out a monthly Food Trade Letter to 4,500 food dealers. A monthly magazine called Consumer's Guide goes to 135,000 key consumers. A nutrition feature is sent daily to the United Press Feature Service. The Radio Round-Up is sent to directors of women's radio programs at nearly 600 stations. Farm and Home Hour and Consumer Time are featured network radio programs which constantly give homemakers food information."

Ross A. Gortner, Jr., Associate Executive Secretary, National Research Council:
"The values set forth in the guide to good nutrition, 'Recommended Dietary Allowances,' first announced in May 1941, have been recently reconsidered and reaffirmed as being compatible with the weighted evidence to date. The latest publication of these values is in Pamphlet 115, issued in January 1943, by the National Research Council.

"The Recommended Dietary Allowances have been adopted officially by the Governments of Canada and of Australia and are used extensively for guidance also by the Ministry of Food in England.

"The Food and Nutrition Board has reviewed the relative merits of margarine fortified with vitamin A and butter. A report of this subject (Pamphlet 118, August 1943, by National Research Council) states, '...that when fortified margarine is used in place of butter as a source of fat in a mixed diet no nutritional difference can be observed.' Fortified margarine is nutritionally a very satisfactory alternate for butter.

"Concerning certain staple foods which must fill increased roles during the war, the Board endorses the universal enrichment of bakers' white bread as now required by Food Distribution Administration order. In terms of average per capita consumption of flour, those who eat products made exclusively from enriched flour obtain about 18 percent of their needed riboflavin and over 40 percent of the thiamine, niacin, and iron, as called for in the Recommended Dietary Allowances, from these food products alone."

Margaret Mead, Executive Secretary, Food Habits Committee, National Research Council: "The Food Habits Committee has just issued a 177-page report covering its work during the last 3 years, which includes accounts of research in food habits and the application of these research results to the problems of operating agencies and specifically to the Nutrition Program. Single copies are available to professional people without charge.

"The committee proposes to explore ways in which stronger motivations for cooperation with the food program may be developed by the inclusion of wider food problems, relation of own locality food supply to the State, the region, the Nation, and finally to the world, especially liberated countries. Committee materials on the food patterns of European background groups in this country and upon experiments in adapting concentrated food to European national patterns will be organized in a compact form which will stress the interrelationship of food problems all over the world and the special nutritional considerations which enter into the planning, both of UNRRA and the United Nations Conference on Food and Agriculture. Such a combination of emphases, on local food and wider food needs, should make it possible to enlist community groups which have not played such a large part in the program to date, particularly church groups.

"More specific problems which will be investigated by research workers co-operating with the committee program include:

(1) Experimental attempts to increase the consumption of soya products, directed toward identifying the most potent appeals for new and unfamiliar foods.

(2) An investigation of the resistances to scientific information and specifically to nutritional information.

(3) Exploration of the importance of linked food combinations in which patterns can be changed or diets threatened because people think of them as units, namely, bread and butter, macaroni and cheese.

(4) An investigation of controlled change in the form of milk used.

"The committee will continue to stress its major functions, exploration and advice on the methods of bringing an understanding of the importance of food to the American people in a way to make them able to absorb and use the science of nutrition. The current lack of understanding of the total food problem is a bad setting for the development of more specific comprehension of nutrition and so must be attacked first."

Dr. R. C. Sherwood, Assistant to Chief, Civilian Food Requirements Branch, FDA:

"Surveys and scientific studies have shown that a substantial portion of our population eats a diet deficient in one or more vitamins and minerals. Wide-spread consumption of refined cereals is in part responsible. Enrichment of refined cereals with thiamine, niacin, riboflavin, and iron, also vitamin D and calcium in some foods, is a very important factor in carrying out equitable distribution of these essential nutrients.

"Flour (and of course bread), cereal breakfast foods, refined corn products, and polished rice are the principal foods needing enrichment.

"Flour is enriched by adding concentrates of the required agents. The use of whole wheat flour and long extraction flour is of a very minor significance. Baked goods may be enriched by using enriched flour or by adding the enrichment agents to the doughs when mixed.

"Breakfast cereals, corn products, and rice are enriched by adding dry ingredients or by spraying the nutrients.

"Enrichment of some foods was begun more than 5 years ago. It received its greatest impetus in February 1941, when millers and bakers voluntarily began Nation-wide distribution of enriched flour and bread.

"In January 1943, FDO 1 required enrichment of all white bread. Amendment 5, issued last month, extends enrichment requirement to all bakers' breads and rolls made with white flour, and to doughnuts. Biscuits and crackers are excluded. Hotels and restaurants are not required to enrich.

"On October 1, 1943, the Food and Drug Administration revised upward the levels of thiamine, niacin, and iron in enriched flour, and made riboflavin a requirement.

"An order to require millers to enrich all family flour is being considered.

"It is estimated that about two-thirds of all the baked foods, made with white flour in commercial bakeries and in the home, are now enriched. When the bakery amendment becomes effective and if an order requiring the enrichment of family flour is issued, the percentage of enriched flour and baked goods will be raised to nearly ninety. Complete family flour enrichment is particularly important as the persons buying unenriched flour are usually the ones most in need of the added vitamins and minerals.

"Corn and rice enrichment are just in their infancy. Corn products enrichment has been stimulated by two State laws requiring enrichment of all degerminated corn products.

"Other vitamins are added to certain foods on a large commercial scale. Practically all margarine is fortified with vitamin A, some of it vitamin D. A large amount of fluid milk is activated with Vitamin D, but the percentage is small-less than 10 percent. A very high percentage of the evaporated milk is fortified with vitamin D."

Donald S. Payne, Soya Products Section, Grain Products Branch, FDA: "Domestic utilization and distribution of soya food products will be actively and continuously promoted during the coming year because:

- (1) There is a nutritional need in the United States for a low-cost high quality protein food as shown by recent surveys of low-income groups in Texas /1 where the average protein intake was found to be less than 45 grams per day, and
- (2) The future of the soybean industry and grower will depend to a great extent upon the development of a healthy domestic consumer market.

"The fact that meat production in terms of animal slaughter is exceeding all early estimates and, therefore, making available for the next quarter larger supplies of meat proteins for domestic use should not in any way make us lose sight of the long-time domestic need for soya protein for we must remember that (1) the present average slaughter rate is highly seasonable, (2) increased supplies of meat protein will not entirely make up for the serious shortage in milk proteins, and (3) the low-income group cannot afford to buy adequate quantities of meat proteins regardless of the supply situation.

"During the coming quarter complete retail national distribution of soya flour and grits is expected. It is desired to have more complete distribution in industrial areas of the Southern states, wherein distribution is now reported as 'spotty' but where we have reason to believe a definite nutritional need exists. This distribution should be accompanied by an intensive educational program.

/1 A Study of the Diet and Nutritional Status of Women in a Low-Income Population Group - J. C. Winters and R. E. Leslie (Journal of Nutrition. Volume 26, No. 5, pp. 443-458 (1943))

"Distribution of the established prepared pancake mixes containing soya will be extended and we know of two new companies that probably will come out with prepared mixes of this kind during the ensuing quarter.

"In the field of breakfast cereals, two of the largest companies have developed ready-to-eat cereals containing substantial quantities of soya that they are preparing to market. It is hoped that these products will make their appearance during the coming quarter. Bakers are currently showing a very active interest in soya flour and specially prepared soya milk products in their search for an ingredient to take the place of skim milk powder. Rapid developments in this field during the coming quarter may be anticipated depending upon such factors as:

- (1) The development of speciality products to meet the demand of the individual bakers.
- (2) The clarification of the Proposed Order of the Food and Drug Administration of August 3, 1943, on "Various Kinds of Bread" Definitions and Standards of Identity.

"From the standpoint of national nutrition, an increased use of soya in bread would be especially desirable at this time to take the place of the unavailable skim milk solids. It is hoped that the factors listed as governing its use can be speedily worked out.

"Use of soya in macaroni and spaghetti goods is increasing steadily at a slow but significantly constant rate.

"Developments in the use of soya in the dry soup mix industry have been mainly in connection with soups for relief feeding by the Army, and Red Cross and to meet the needs of allied nations under lend-lease."

H. C. Sherman, Chief, Bureau of Human Nutrition and Home Economics: "The Bureau of Human Nutrition and Home Economics is engaged both in research and in the dissemination of information, in whatever field it works. The fields especially related to this program, are, of course, food and nutrition. On the nutrition side, we are studying this very question of the larger use of more abundant foods. Our other main line of food research has to do with household methods of food preservation, both from the point of view of insuring that the food will keep and the best possible conservation of its nutritive values.

"Of course, these experimental researches cannot be entirely completed within the 3 months of the program which is being planned this morning; so, in regard to our contribution to this program, we can only say as General Marshall said in regard to American participation on the Western Front, 'We will throw in whatever we can get there.'

"May I take this occasion to give you a formally named principle - 'The Principle of Nutritional Flexibility.' Our best scientific knowledge would justify much larger than average use of such everyday foods as potatoes, bread, peanut butter, and canned grapefruit juice, whenever and wherever these foods are especially abundant."

Miss Louise Griffith, Nutrition Programs Branch, announced that: "Last August, Mr. Wilson formed a Committee on Nutrition Education for Children, made up of experts in the fields of nutrition, elementary school education, home economics, and public relations. The purpose of the committee is to create and promote visual education programs on nutrition to be offered to public schools throughout the country as a supplement to regular classroom courses in the subject. The committee has chosen puppet shows as its first educational vehicle, to be followed up with educational material adapted to various age groups. These puppet shows will follow somewhat the pattern of those produced by the Good Teeth Council for Children and used so successfully over a period of many years by oral hygiene departments of State health agencies in their elementary school programs.

"The Committee hopes to have five puppet teams in the field during the first year of operation. It plans to place these teams in States and localities that have varying economic, health, and food problems, as well as varying educational opportunities. Final decision as to the States and localities chosen will depend upon first securing the cooperation of the departments of education and the sponsorship of nutrition committees in the States where the committee would like to start the program."

Marketing Reports, FDA, announced that two versions of the script of "It's Up to You," a dramatic wartime play, is now available for use by local groups. One version takes 30 minutes to produce, the other $1\frac{1}{2}$ hours.

This play deals with the wartime food situation and uses live actors to tell a vivid story of the effort to increase food production, to maintain manpower on the farm, and to warn against patronizing the black market. It emphasizes the need for proper nutrition and explains rationing. Between the scenes, which are serious and arresting, are musical interludes. For the script and details of production, write to Ben James, Marketing Reports Division, Food Distribution Administration, United States Department of Agriculture, Washington 25, D. C.

Dr. Walter Wilkins, United States Public Health Service: "The ultimate aim of the National Nutrition Program is the maintenance of good health. The maintenance of good health is also the primary objective of public health. The evaluation of health is one of the obligations of public health agencies. It should include the collection, correlation, study, and interpretation of data concerning malnutrition as well as other diseases. Public health can contribute most by furnishing information concerning the types, extent, severity, and distribution of malnutrition. The determination of the nutritional needs of individuals or communities carries with it another responsibility, namely, the dissemination of information which will be of a curative or preventive nature if properly applied.

"Because of the rapid changes taking place in our knowledge of nutrition, it is necessary for all agencies concerned to keep in rather close contact with each other so that all may utilize the newer knowledge in the development of their phases of the nutrition program.

"Nutrition committees, doctors, dentists, nurses, nutritionists, teachers, agricultural workers, and others interested in health, provided with this information, could attack their problems to better advantage.

"In our enthusiasm for promoting our own approach to better nutrition, we have done little to orient ourselves in regard to the special phases of the problems being attacked by other groups. Each agency or group must know something of the problems of other groups, if an effective, successful, coordinated attack is to be made. We have said that the obligation of the health department in nutrition is to study and define the nutrition problems of the people just as it has functioned in the field of communicable disease. Unfortunately, malnutrition is a whole group of diseases, which occur in different degrees of severity, and are often difficult to diagnose. Between the optimal state of nutrition and gross specific nutritional deficiencies are many degrees that may be considered as suboptimal.

"A number of State and local health departments have been called upon to show how malnutrition actually affects people. In response, clinic demonstrations were held for nutrition workers of various Government agencies and lay groups. To demonstrate certain specific nutritional deficiencies, slides were shown at these meetings. Optimum nutrition and varying degrees of malnutrition were discussed in detail. Participation in the discussion was invited from the people attending the demonstration. At these clinics individuals showing various degrees and types of malnutrition were presented. A representative of the health department, at these meetings, discussed certain diseases and their possible relationship with malnutrition. A representative of the Department of Agriculture showed how various types of soil and their chemical composition might have a very definite bearing on the nutritional properties of various foods grown in the locality. This coordinated approach to the nutritional problems of a community serves to emphasize the interdependence of all agencies interested in nutrition. Based upon the response of a relatively small number of groups, this new technique promises to be very effective in promoting the desired cooperation between interested agencies."

Paul H. Appleby, Under Secretary of Agriculture, and United States delegate to the United Nations Conference on Food and Agriculture at Hot Springs, discussed the objectives of the United Nations Food Conference. Mr. Appleby explained that at this point the job is not a technical one but rather a technical political problem.

"The objectives have their national and their international aspects. By far the greater part of what needs doing, nations must do within themselves. But national policies that support each other will magnify greatly the effect of what single nations might do, acting alone. Working together is the best way to help each other."

"One of the recommendations of the Conference was that an Interim Commission be set up to plan a permanent international organization charged with furthering the objectives stated in the declaration.

"The Interim Commission hopes to produce within a few weeks a document which would become an agreement among the forty-four participating Governments. The agreement would provide simply for the creation of a permanent international organization in the field of food and agriculture charged with the duty of getting as much done as possible toward the objectives outlined at the Hot Springs Conference.

"The proposed organization would have no super-national authority. It would have no authority to require any particular action from any nation. Membership in it would only mean endorsing the objectives and a small annual appropriation as each nation's part of the running expenses of the organization.

"What it could get done would depend upon its ability to discover things that need doing, its ability to persuade men and nations that its recommendations were feasible and desirable. Yet I am confident that it can get a great deal done, that it will prove to have great and far-reaching importance.

"The general nature of things needing to be done is pretty well known, and agreed to by specialists in every country. Getting them done in many different situations would be slow and difficult but it would certainly be more rapid than if we had not organized our efforts."

Grover B. Hill, Ass't Administrator, WFA said that food is going to be more important in the future than it has been in the past. It will, during the coming year, be necessary to divide up our food more than we have been accustomed to doing. But this sharing is not something we should be jittery about. It is not something that will last for a long time.

"In talking of the war I always say that it is going to last 2 more years. I said that last year and I am going to say it again this year because I think we should prepare for that kind of a war. We must get ready and stay ready to fight 2 more years. Then when the war does come to an end we will all be happy.

"But now it is especially important that we make good use of what we have. When we had an abundance of many products it became almost a virtue to waste them, but that time is past.

"Up to a few hundred years ago, great famines depopulated the earth. I have just been reading a book entitled, 'Hunger and History' by Brentice. In it famines are reported of such severity that on one occasion the people were reduced to grinding the bark of trees to make a sort of gruel, which, after a fashion, sustained life. Now owing to our improved knowledge of agricultural practices and the improvement of our transportation facilities, famines of such severity have not occurred for the last hundred and fifty years. Nevertheless, we must make the best possible use of our food supply.

"I congratulate this group on the headway you have made in teaching the best possible use of our food supply. It doesn't do any good to recommend that a man eat something he cannot get."

Miss Jessie W. Harris, Nutrition Programs Branch: "Reports made at this conference have been focused upon the 132 million people living in local communities. In these communities members of the nutrition committees are the local leaders in whom the people have confidence, the teachers of home economics and agriculture, the lay leaders, the Red Cross nutritionists, the home demonstration agent, the county agricultural agent and others. The job to be done is a cooperative one. To stimulate the practice of good nutrition at the local level the big task is to coordinate all programs of nutrition education, so that the efforts of our combined force leave no person unaware of the practical application which can be made of nutrition knowledge."